

**MINUTES OF THE CITY OF LAS VEGAS SPECIAL CITY COUNCIL MEETING HELD ON
WEDNESDAY, MARCH 11, 2015 AT 5:00 P.M. IN THE CITY COUNCIL CHAMBERS**

MAYOR: Alfonso E. Ortiz, Jr.

COUNCILORS: Joey Herrera
Tonita Gurule-Giron
David L. Romero
Vincent Howell

ALSO PRESENT: Elmer J. Martinez – City Manager
Casandra Fresquez – City Clerk
Dave Romero – City Attorney
Juan Montano – Sergeant at Arms

CALL TO ORDER

Mayor Ortiz, Jr. called the meeting to order at 5:05 p.m.

ROLL CALL

PLEDGE OF ALLEGIANCE

MOMENT OF SILENCE

Mayor Ortiz, Jr. asked to devote a moment of silence to reflect on positive thinking and how we can improve our services to the community, both professionally and personally.

MAYOR'S APPOINTMENTS/REPORTS

Mayor Ortiz, Jr. advised there were no appointments at this time, but wanted to recognize and wish the West Las Vegas Lady Dons, Mora and Pecos Schools good luck on the upcoming basketball tournament and praised students and sports minded individuals for their participation.

Mayor Ortiz, Jr. briefly reported on the success of Las Vegas Night considering the bad weather and thanked everyone who participated and those involved in the promotion of Las Vegas Night.

Mayor Ortiz, Jr. expressed his positive thoughts on Resolutions read in the House and Senate and gave a short overview of the timely process to approve Capital Outlay Projects regarding the request of 1.9 million dollars for the Recreation Center Project.

APPROVAL OF AGENDA

Councilor Herrera made a motion to approve the agenda as is. Councilor Romero and Councilor Howell seconded the motion.

Mayor Ortiz, Jr. asked for roll call. Roll Call Vote was taken and reflected the following:

David L. Romero	Yes	Joey Herrera	Yes
Tonita Gurule-Girón	Yes	Vincent Howell	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

PUBLIC INPUT

Mr. Bob Wessely briefly spoke on concerns relating to the Peterson Dam Project and also expressed his opinion on Council drinking bottled water during City Council meetings and thought it would send a negative message to the community about the quality of tap water that the City delivers.

Mayor Ortiz, Jr. recognized Mr. Wessely's concerns regarding Peterson Dam Project and also agreed with Mr. Wessely on the matter of drinking tap water instead of bottled water.

City Clerk Fresquez advised that Council had requested bottled water.

Councilor Gurule-Giroñ clarified that bottled water had previously been requested.

BUSINESS ITEMS

1. Approval/Disapproval of Resolution #15-11, to apply for funding through the Municipal Cooperative Program (COOP) with the New Mexico Department of Transportation.

Public Works Director Martin Gonzales advised that the grant would be for the planning, engineering design, environmental certification, construction management, construction, reconstruction, drainage improvements and miscellaneous construction of South Pacific Street, from Tecolote Street to Bernal Street.

Mayor Ortiz, Jr. asked what the difference was between the Resolutions on Business Item #1 and Business Item #2.

Public Works Director Gonzales explained that one is a COOP with a \$50,000.00 request and the MAP was a higher request grant.

Councilor Gurule-Giroñ made a motion to approve Resolution #15-11 to apply for funding through the Municipal Cooperative Program (COOP) with the New Mexico Department of Transportation. Councilor Romero seconded the motion.

Mayor Ortiz, Jr. asked for roll call. Roll Call Vote was taken and reflected the following:

David L. Romero	Yes	Vincent Howell	Yes
Joey Herrera	Yes	Tonita Gurule-Giroñ	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

2. Approval/Disapproval of Resolution #15-12 to apply for funding through the Municipal Arterial Program (MAP) with the New Mexico Department of Transportation.

Mayor Ortiz, Jr. stated that this was the second source of funding for the same project and advised that the second phase was to repair South Pacific Street to Perez Street and that eventually the goal of the City was major road improvements from Grand Avenue and South Pacific to Plaza Park area.

Public Works Director Gonzales advised that the grant will be for the planning, engineering design, environmental certification, construction management, construction, reconstruction, drainage improvements and miscellaneous construction of South Pacific Street, from Tecolote Street to Bernal Street.

Councilor Gurule-Giroń wanted to commend City Manager Martinez and the Public Works staff for meeting the deadline for funding and also thanked them for working in the old town area.

Councilor Gurule-Giroń made a motion to approve Resolution #15-12 to apply for funding through the Municipal Arterial Program (MAP) with the New Mexico Department of Transportation. Councilor Herrera, Councilor Romero and Councilor Howell seconded the motion.

Mayor Ortiz, Jr. asked for roll call. Roll Call Vote was taken and reflected the following:

Joey Herrera	Yes	David L. Romero	Yes
Tonita Gurule-Giroń	Yes	Vincent Howell	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

Brief discussion took place on road conditions throughout the city and the upcoming pothole repairs.

3. Approval/Disapproval of Resolution #15-14 Adopting an Official Marketing Brand for the City of Las Vegas.

Community Development Director Lindsey Valdez advised that Event Planner Annette Velarde would present Resolution #15-14 and thanked Mayor and Council for allowing the presentation of the new Brand at the last meeting and added there has been a lot of positive response regarding the new Brand.

Event Planner Velarde advised that the City established a Marketing Committee for the purpose of overseeing citywide branding and marketing initiatives. North Star Destination Strategies was contracted to work alongside the Marketing Committee in the development of a marketing brand for Las Vegas. Over the last year, the involved parties reviewed city materials and conducted surveys, stakeholder interviews and focus groups, which resulted in a brand tagline (“New Adventures Down Old Trails”) a brand story and a number of creative deliverables (e.g. logo, website, merchandise, etc.).

Councilor Howell made a motion to approve Resolution #15-14 Adopting an Official Marketing Brand for the City of Las Vegas. Councilor Gurule-Giroñ seconded the motion.

Mayor Ortiz, Jr. asked for roll call. Roll Call Vote was taken and reflected the following:

Tonita Gurule-Giroñ	Yes	Joey Herrera	Yes
Vincent Howell	Yes	David L. Romero	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.

Mayor Ortiz, Jr. commended Event Planner Velarde on her vocal presentation at the last Council meeting regarding the Marketing of the new City Brand and also thanked her and Community Development Director Valdez for their hard work and dedication in that project.

Community Development Director Valdez advised that the Brand would be presented publicly the following evening at 5:00 p.m. as part of the Las Vegas Business Community Day Event held by Planning & Zoning Coordinator Lovato in collaboration with EDC and several other organizations.

Community Development Director Valdez also informed that from 4:00 to 5:00 p.m. would be for business registration and from 5:00 to 7:00 p.m. would be open house in the City Council Chamber.

City Manager Martinez advised that Business License Registrations were due on March 15th and this event was put together to attract businesses to come in and renew business licenses and noted that EDC was putting on a business event so it was ideal to collaborate.

Mayor Ortiz, Jr. recommended that a letter be sent to every merchant thanking and acknowledging them for doing business in Las Vegas and for their overall support in the community during periods of good and bad economy.

City Manager Martinez agreed with the Mayor's recommendation and advised that the letters would go out after the March 15th deadline.

EXECUTIVE SESSION

City Manager Martinez advised there was no need for Executive Session.

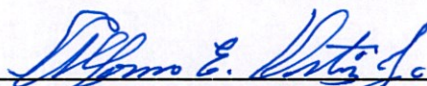
ADJOURN

Councilor Gurule-Giroń made a motion to adjourn. Councilor Howell seconded the motion.

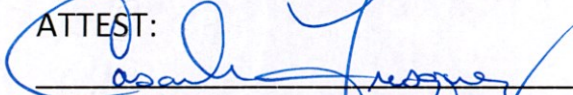
Mayor Ortiz, Jr. asked for roll call. Roll Call Vote was taken and reflected the following:

Vincent Howell	Yes	David L. Romero	Yes
Joey Herrera	Yes	Tonita Gurule-Giroń	Yes

City Clerk Fresquez re-read the motion and advised the motion carried.



Mayor Alfonso E. Ortiz, Jr.

ATTEST: 

Casandra Fresquez, City Clerk